

**CITY OF LAS VEGAS
CENTENNIAL HILLS ARCHITECTURAL REVIEW COMMITTEE (CHARC)
Tuesday January 2, 2007
12:00 PM
Development Services Center
731 South Fourth Street
Las Vegas, NV 89101**

ANNOTATED MINUTES

Members Present

David Steinman
Sam Dunnam
Andrea Allred

Members Excused

Jeff Gale

Members Absent

Ronni Council

Citizens

Mark Whitehouse (Ultra Signs)

City Staff

Yorgo Kagafas
Nora Lares

ANNOUNCEMENT: OPEN MEETING LAW/CALL TO ORDER

The meeting was called to order at 11:59 am by David Steinman. This meeting has been properly noticed in accordance with the Open Meeting Law.

ITEM 1: APPROVAL OF DECEMBER 5, 2006 MINUTES BY REFERENCE

Sam Dunnam made a motion to accept the December 5, 2006 minutes, Seconded by Andrea Allred. Unanimously APPROVED.

ITEM 2: ARC-18271

REQUEST FOR A WAIVER OF THE TOWN CENTER SIGN STANDARDS TO RAISE THE HEIGHT OF A PREVIOUSLY APPROVED PYLON SIGN AND TO INCLUDE A READER BOARD SIGN FOR PEOPLES AUTO CENTER AT 6401 CENTENNIAL CENTER BOULEVARD. (APN 125-28-510-003), T-C (TOWN CENTER) ZONE, WARD 6 (ROSS).

David Steinman opened the item to the committee for discussion. Yorgo Kagafas briefed the committee noting that "the City Council took the planned US-95 south bound on-ramp into consideration when they approved the original Master Sign Plan for this property allowing for three 79' high pylon signs where 24' high was the maximum height allowed. None of the original conditions have changed only the fact that the planned on-ramp has been installed. At least 50% of the currently approved 79' high pylon is visible from the US95 and staff based this assessment on the photo renderings that were supplied by the applicant. It should be noted that the Centennial Parkway is a major arterial with hundreds of cars traveling along everyday providing ample signage exposure. There is nothing in the Municipal Code that guarantees a business to have 100% visibility from a road or highway frontage. As for the reader board style EMU signage proposed at the top of the pylon sign, approval of such a sign would be setting a precedent in Town Center. The Town Center Development Standards manual prohibits reader board signage which is equivalent to the proposed EMU signage. Staff recommends denial of both requests."

Applicant's representative: Mark Whitehouse from Ultra Signs (10 Research Lane, Las Vegas, Nevada 89101).

Mr. Whitehouse stated that a sign of this magnitude is necessary because of all the vertical construction going on even in this area. As for the Electronic Message Unit, Mr. Whitehouse feels this is the age of advancement and EMU's are here to stay and are going to be part of the landscaping, they are a way to convey messages and promote goods and services. He believes that as long as the messages are tasteful this should be ok and there are rules governing this. He feels this is the way the future is going and it should be taken into consideration.

There was discussion between committee members and the applicant's representative.

The Committee feels Mr. Whitehouse is not making a very compelling argument for the requested 100' pylon sign when they already have approval for a 79' high pylon sign, which is well above what is allowed by the code. It was stated by the Committee that there is a purpose for the Town Center area and there is a certain look that they want to be preserved in the area and no reader boards area allowed. The Committee feels that 79' is sufficient.

Mr. Whitehouse agrees that a 79' high sign is a great sign but a sign is only as good as it is visible. If it is only 60% visible, then it is not a 79' high sign. He understands that reader boards are not allowed by the Town Center code but he feels that there should be a point where laws have to be changed and new ones made due to technology.

The applicant was notified that the City Council has passed a Moratorium on billboards until April. He was also told that the property owners bought this property knowing the restrictions where there, and of the planned on-ramp.

Andrea Allred moves the motion to deny item 2 (ARC-18824), seconded by Sam Dunnam. Motion Unanimously approved for DENIAL.

Applicant was notified of his right to appeal to the City Clerk's office within 10 days (January 19, 2007).

ITEM 3: CITIZENS PARTICIPATION

None.

ITEM 4: SET NEXT MEETING DATE/ADJOURNMENT

David Steinman adjourned the meeting at 12:23 p.m. without objection. There are currently no items to be heard by the Centennial Hills Architectural Review Committee therefore no meeting date is set for February 2007.